IN THE CLAIMS:

Kindly replace the claims of record with the following full set of claims:

1.   (Previously presented)   An apparatus for obtaining for a user a recommendation for a media program and one or more rationale for that recommendation for a media program, said program having attributes, said apparatus comprising:

a means for obtaining a consumption history of past media programs selected by said user;

a means for generating an explicit profile for said user comprises collecting data of program attributes for said past media program selections;

a means for rationalizing the recommendation of at least one selected media program by analyzing said data in the explicit profile and attributes of the recommended media programs; and

a means for communicating said recommendation and said rationale to the user, wherein the communication for said rationale to the user is performed in a conversational tone.

2.   (Original)   The apparatus of Claim 1 wherein the means for generating an explicit profile further comprises obtaining information provided by said user.

3.   (Previously presented) The apparatus of Claim 1 wherein the means for rationalizing comprises a means for obtaining attributes of new programs.

4.   (Previously presented)   The apparatus of Claim 3 wherein the means for rationalizing further comprises:

a means of scoring correlations of said programs attributes of past media program selections with attributes of said new programs.

5.   (Original)   The apparatus of Claim 4 wherein the means for scoring comprises utilizing a user selectable weighting of program attributes of most recent past media program selections and program attributes of most frequently occurring past media program selections.

6.   (Original)   The apparatus of Claim 1 wherein the rationale for said recommendation is a justification that is readily understood to the user.

7.   (Cancelled).

8.   (Previously presented)   The apparatus of Claim 1 wherein the means for rationalizing said recommendation comprises identifying program attributes relating to human to human relationships of the creators of the programs' content.

9.   (Original)   The apparatus of Claim 8 wherein the human to human relationships comprises collaborative efforts of actors, directors, writers, producers, musical bands, singers, musicians, or other creators of the programs' content.

10.   (Previously presented)   The apparatus of Claim 1 wherein the means for rationalizing said recommendation comprises:

        identifying new program attributes relating to one or more characters contained in the received programs' content.

11.   (Original)   The apparatus of Claim 1 wherein past media program comprises one or more of the following media types: television programs, movies, music, and print media.

12.   (Previously presented)   A system for obtaining for a user a recommendation for a media program and one or more rationale for that recommendation for a media program, said program having attributes, said system comprising:

a memory for storing computer readable code; and a processor operatively coupled to said memory, said processor configured to:

obtain a consumption history of past media programs selected by said user;

generate an explicit profile for said user wherein data of program attributes is accumulated for said past media program selections;

rationalize the recommendation of at least one media program by analyzing said data in the explicit profile and attributes of the recommended media programs; and,

communicate said recommendation and said rationale to the user, wherein the communication for said rationale to the user is performed in a conversational tone.

13. (Previously presented) A system for obtaining for a user a rationale for a media recommender recommendation for a media program, said program having attributes, said system comprising:

a memory for storing computer readable code; and a processor operatively couple to said memory, said processor configured to:

obtain a consumption history of past media programs selected by said user;

generate an explicit profile for said user wherein data of program attributes is accumulated for said past media program selections;

review said recommendation provided by a media recommender and determine a rationale for said recommendation by analyzing said data in the explicit profile and attributes of the recommended media programs; and,

communicate said rationale to the user in a conversational tone.

14. (Previously presented) A method for obtaining for a user a recommendation for a media program and one or more rationale for that recommendation for a media program, said program having attributes, said method comprising the steps of:

obtaining a consumption history of past media programs selected by said user;

generating an explicit profile for said user comprises collecting data of program attributes for said past media program selections;

determining both a recommendation and a rationale for said recommendation by analyzing said data in the explicit profile and attributes of the recommended media programs; and,

communicating said recommendation and said rationale to the user in a conversational tone.

15.   (Original)   The method of Claim 14 wherein the step of generating an explicit profile further comprises obtaining information provided by said user.

16.   (Original)   The method of Claim 14 wherein the step of determining comprises a step of obtaining attributes of new programs.

17.   (Original)   The method of Claim 16 wherein the step of determining further comprises a step of scoring correlations of said programs attributes of past media program selections with attributes of said new programs.

18.   (Original)   The method of Claim 17 wherein the step of scoring comprises utilizing a user selectable weighting of program attributes of most recent past media program selections and program attributes of most frequently occurring past media program selections.

19.   (Original)   The method of Claim 14 wherein the rationale for said recommendation is a justification that is readily understood to the user.

20.   (Cancelled).

21.   (Original)   The method of Claim 14 wherein the step of determining a rationale for said recommendation further comprises identifying program attributes relating to human to human relationships of the creators of the programs' content.